

New Order

| | | | |
|---------------------------|--|---------------------------|----------------------|
| Agency: | Mundy Katowitz Media | Station: | WJLA-TV |
| Office: | Washington | Order Type: | Normal |
| Client: | 321 - Priorities USA Action | Cancel Date: | |
| Product: | 340 - Issue | Billing Cycle: | Monthly |
| Piggyback Product: | | Billing Calendar: | Broadcast |
| Estimate: | 1564 - Priorities USA TV & Cable 10-9 to 10-15 | Received in ePort: | 8/24/2012 9:26:55 AM |

| | |
|----------------------|------------|
| Flight Start: | 10/09/2012 |
| Flight End: | 10/15/2012 |
| Hiatus: | |

| | | | |
|----------------------|--|------------------------|-----------------|
| Primary Demo: | | Local/National: | Local |
| Demo 2: | | Rep Office: | WJLA-TV |
| Demo 3: | | AE: | Barbara Monares |

| | |
|-----------------------------|-------------|
| Airtime Dollars: | \$62,550.00 |
| Interactive Dollars: | \$0.00 |
| Non-Airtime Dollars: | \$0.00 |
| Total Dollars: | \$62,550.00 |
| Total Spots: | 41 |

| | | | |
|------------------|----------------|-----------------|---------|
| GRP: | 0.00 | Phone: | |
| CPP: | \$0.00 | OrderID: | 2264982 |
| GIMP: | 0 | Status: | New |
| CPM: | \$0.00 | | |
| Comments: | Separation: 30 | | |

MarketShare:

Daily Airtime Lines

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | 10/9 | 10/10 | 10/11 | 10/12 | 10/13 | 10/14 | 10/15 | Total Spots | Rtg | CPP | Imp | CPM |
|---------|---|----------|------------|-----|-----|------|-------|-------|-------|-------|-------|-------|-------------|-----|--------|-----|--------|
| 1 | TuWThFM 6A-7A GOOD-WASH 600A< | EM | \$1,000.00 | C | 30 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 2 | TuWThFM 7A-9A GD MRN AMR-ABC< | EM | \$1,800.00 | C | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 5 | 0 | \$0.00 | 0 | \$0.00 |
| 3 | Sa 7A-8A GMA SAT | WK | \$850.00 | C | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 4 | Su 8A-9A GMA SUN | WK | \$750.00 | C | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 5 | TuWThFM 9A-10A LIVE WTH KELLY< | DT | \$900.00 | C | 30 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 3 | 0 | \$0.00 | 0 | \$0.00 |
| 6 | TuWThFM 10A-11A RACHAEL RAY< | DT | \$800.00 | C | 30 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 7 | TuWThFM 11A-12P VIEW-ABC< | DT | \$1,300.00 | C | 30 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 3 | 0 | \$0.00 | 0 | \$0.00 |
| 8 | TuWThFM 12P-12:30P ABC7 NWS AT 12/AVG. ALL WKS | DT | \$1,200.00 | C | 30 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 3 | 0 | \$0.00 | 0 | \$0.00 |
| 9 | TuWThFM 12:30P-1P MILLIONAIRE | DT | \$900.00 | C | 30 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | \$0.00 | 0 | \$0.00 |

New Order (Page 4)

Agency: Mundy Katowitz Media
Client: 321 - Priorities USA Action

Station: WJLA-TV
Product: 340 - Issue

Order ID: 2264982
Estimate: 1564 - Priorities USA TV & Cable 10-9 to 10-15

Flight Start: 10/09/2012

Flight End: 10/15/2012

Received in ePort: 8/24/2012 9:26:55 AM

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | 10/9 | 10/10 | 10/11 | 10/12 | 10/13 | 10/14 | 10/15 | Total Spots | Rtg | CPP | Imp | CPM |
|----------------------------------|---------------------------------------|----------|------------|-----|-----|---------------------------|-------|-------|-------|-------|-------|-------------------------|-------------|-----|--------|-----|--------|
| 10 | TuWThFM 1P-2P CHEW-ABC< | DT | \$900.00 | C | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 11 | TuWThFM 3P-4P ANDERSON | EF | \$1,200.00 | C | 30 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 12 | TuWThFM 4P-5P KATIE | EF | \$1,700.00 | C | 30 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 13 | TuWThFM 5P-6P ABC7 NWS AT 5< | EN | \$1,800.00 | C | 30 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 14 | TuWThFM 6P-6:30P ABC7 NWS AT 6< | EN | \$2,000.00 | C | 30 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 15 | TuWThFM 6:27P-6:30P ABC7 NWS AT 6< | EN | \$3,500.00 | C | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 16 | Su 6P-7P ABC 7 NEWS | PT | \$1,600.00 | C | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 17 | TuWThFM 7P-7:30P WHEEL-FORTNE< | PT | \$4,000.00 | C | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 18 | TuWThFM 7:30P-8P JEOPARDY< | PT | \$5,000.00 | C | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 19 | Sa 7P-7:30P WHEEL-FORTUNE | PT | \$1,800.00 | C | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 20 | Sa 7:30P-8P JEOPARDY | PT | \$1,800.00 | C | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 21 | TuWThFM 11:35P-12:05A NIGHTLINE | RT | \$1,700.00 | C | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | 0 | \$0.00 | 0 | \$0.00 |
| 22 | Su 11P-12A ABC7 NEWS | LF | \$1,600.00 | C | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| 23 | Sa 12:05A-1:05A CASTLE | RT | \$450.00 | C | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | \$0.00 | 0 | \$0.00 |
| Total Spots: | | | | | | 6 | 7 | 8 | 6 | 4 | 3 | 7 | 41 | | | | |
| Total GRP: | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.0 | | |
| Cash\$ - Spots: \$62,550.00 - 41 | | | | | | Trade\$ - Spots: \$0.00 - | | | | | | Total Cost: \$62,550.00 | | | | | |
| | | | | | | Total CPP/CMP: \$0.00 | | | | | | | | | | | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

This broadcast time will be used by: Priorities USA Action

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Barbara Monares B Monares AE
Signature Printed Name Title



WJLA Washington
MAKEGOOD NOTICE

TO : Casey Bissette
FROM : Barbara Monares
DATE : 8/27

CLIENT : Priorities USA Action Est 1564

I apologize for the inconvenience.

Pre-Empt:

| <i>Date</i> | <i>Time</i> | <i>Program</i> | <i>Spot(s)</i> | <i>Length</i> | <i>Spot Cost</i> | <i>Total Cost</i> |
|--------------|-------------|--|----------------|---------------|------------------|-------------------|
| 9-Oct | 7p-730p | Wheel of Fortune <i>(not running due to Battle ground VA News Special)</i> | 1 | :30 | \$4,000 | \$4,000 |
| | | | | | \$0 | \$0 |
| | | | | | \$0 | \$0 |
| 13-Oct | 7p-730p | Saturday Wheel of Fortune <i>(not running)</i> | 1 | :30 | \$1,800 | \$1,800 |
| 13-Oct | 730p-8p | Saturday Jeopardy <i>(not running)</i> | 1 | :30 | \$1,800 | \$1,800 |
| | | | | | | \$0 |
| | | | | | | \$0 |
| | | | | | | \$0 |
| | | | | | | \$0 |
| | | | | | | \$0 |
| | | | | | | \$0 |
| TOTAL | | | 3 | | | \$7,600 |

Makegoods

| <i>Date</i> | <i>Time</i> | <i>Program</i> | <i>Spot(s)</i> | <i>Length</i> | <i>Spot Cost</i> | <i>Total Cost</i> |
|--------------|-------------|------------------------------------|----------------|---------------|------------------|-------------------|
| 9-Oct | 7p-730p | Battleground Virginia News Special | 1 | :30 | \$4,000 | \$4,000 |
| 10/11-10/12 | 6p-630p | ABC7 News at 6P | 2 | :30 | \$1,800 | \$3,600 |
| | | | | | \$0 | \$0 |
| | | | | | \$0 | \$0 |
| | | | | | | \$0 |
| | | | | | | \$0 |
| TOTAL | | | 3 | | | \$7,600 |

**PLEASE EITHER EMAIL ME "APPROVAL" OR
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**